

Client: Ohio House Republican Organizational Comm., 2012 **Station Order**

Product:
Campaign: HD 28 TV Buy

Midwest Communications & Media
7720 Benson Road
Carroll, OH 43112
614/440-4449

69406

Rev #: 2

Flight From: 10/15/2012 to 11/05/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Bob Clegg
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CINCINNATI
Station: WKRC
Station Contact: Sarah Jacobs

Actg. Order No.: 616
WS Order No.: 10736
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct 29	Nov 05	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
1 8	MTWTF-- 11:35P-12:35A	LF	DAVID LETTERMA P2	\$750.00	2	1	3	4.6	3.4	1.8
2 10	MTWTF-- 05:00A-05:30A	EM	NEWS AT 5:00A P2	\$2,250.00	1	1	2	3.0	1.8	0.8
3 11	MTWTF-- 06:00A-07:00A	EM	GD MRN CINN@6 P1	\$1,000.00	1	1	2	4.1	3.4	1.7
4 12	MTWTF-- 07:00A-08:00A	EM	EARLY SHOW P1	\$2,400.00	1	1	2	3.2	2.7	1.3
5 13	MTWTF-- 08:00A-09:00A	EM	EARLY SHOW P1	\$1,600.00	1	1	2	3.0	2.6	1.0
6 14	MTWTF-- 10:00A-11:00A	DT	ANDERSONCOOPER P2	\$1,600.00	2	1	3	3.5	2.9	1.1
7 15	MTWTF-- 12:00P-12:30P	NN	NOON NEWS P1	\$1,050.00	2	1	3	6.3	5.3	1.2
8 16	MTWTF-- 06:00P-06:30P	EN	12 NEWS AT 6P P1	\$4,500.00	2	1	3	7.6	6.9	2.5
9 17	MTWTF-- 07:30P-08:00P	PA	ET P2	\$9,000.00	2	1	3	6.7	6.0	2.7
10 18	----S- 06:00A-07:00A	WE	LOCAL12NW-SA 6 P1	\$4,500.00	1	1	2	2.4	1.8	0.8
11 19	----S- 07:00A-08:00A	WE	LOCAL12NW-SA 7 P1	\$500.00	1	1	2	3.9	3.5	0.9
12 20	----S- 08:00A-10:00A	WE	SAT EARLY SHOW P1	\$500.00	1	1	2	3.4	2.2	1.0
13 21	----S- 07:00P-08:00P	WE	ENT TONIGHT 60 P2	\$750.00	1	1	2	4.1	3.3	1.8
14 22	----S- 11:00A-11:30A	WE	NEWSMAKERS P2	\$650.00	1	1	2	2.5	1.4	0.6
				\$550.00	19	9	28	\$220.00	\$392.86	\$916.67
				\$30,850.00	19	9	28			

87.0 42.0

Monthly Totals				Station Gross Dollars	Station Gross CPP/CPM
Month	Spots	GRP/GRIs			
Nov	28	129.0		\$30,850.00	\$239.15
	28	129.0		\$30,850.00	\$239.15

Comments

Campaign Remarks:
Paid for by:

Ohio House Republican Organizational Committee

Advertiser: Ohio House Republican Organizational Comm.
Campaign: HD 28 TV Buy

Station: WKRC

Station Order
CINCINNATI - TV

Comments

By: _____

Order / Rev: 69406 Advertiser: Ohio House Rep Org Comm Mike Wilson
 Alt Order #: Product Desc: hd 28 tv buy Local 12 WKRC-TV
 Flight Dates: 11/01/12 - 11/05/12 Estimate: hd 28 tv buy

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/01/12	11/05/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	M--TF--	:30	1	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---TF--	1	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$1,200.00	0.00								
N 4	WKRC	11/01/12	11/05/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M--TF--	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---TF--	1	\$800.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$800.00	0.00								
N 5	WKRC	11/01/12	11/05/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	M--TF--	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---TF--	1	\$800.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$800.00	0.00								
N 6	WKRC	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	1--11--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$350.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$350.00	0.00								
N 7	WKRC	11/01/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	1--11--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$1,500.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,500.00	0.00								
N 8	WKRC	11/01/12	11/05/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	1--11--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$3,000.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$3,000.00	0.00								
N 9	WKRC	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1--11--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$1,500.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,500.00	0.00								
N 10	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----1-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$500.00	0.00								
N 11	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$500.00	0.00								
N 12	WKRC	11/03/12	11/03/12	CBS This Morning Saturday Saturday Early Show	CM	8a-10a	-----1-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$750.00	0.00								
N 13	WKRC	11/03/12	11/03/12	Sa Prime Access Rotator Sa Prime Access	CM	7p-8p	-----1-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$650.00	0.00								
N 14	WKRC	11/04/12	11/04/12	News makers News makers	CM	11a-1130a	-----1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$550.00	0.00								

Totals 28 \$30,850.00